Things we implemented:
- New wordpress based website

Technologies we used:
- GSAP, jQuery, Isotope, Underscore.js & PHP

Success Story

OTP Bank

Company Background
OTP Bank provides high quality financial services for its more than 18,5 million private and corporate clients in nine countries through its almost 1500 branches, agent networks, 3900 ATMs internet and electronic channels.

Challenges & Process

The goal was to integrate a new brand strategy, improve the overall website architecture and navigation to make browsing easier for the user. In addition, the transformation of users into contacts and eventually into customers was further advanced. In addition, the SEO fundamentals were expanded, thus promoting growth and increasing organic traffic to the site. In the end, we were able to implement a fully responsive solution based on a WordPress CMS. Our goal in implementing the new web design was to align the existing brand guidelines and therefore the company's strategy with the updated information architecture.

The design of the site was now driven by the content strategy. The company's new aesthetic was modern and appealing, so we used this to create clean, spacious, and clear page designs. Finally, the website included WPML integration, allowing navigation in both Albanian and English.

Results

'I would like to reaffirm the long-standing cooperation between Banka OTP Albania and the team around codecombinator. In my role as the bank's Marketing Manager, I have had the pleasure of sharing the successes of the projects we have implemented together. **They** successfully implemented the new website and related developments in 2018 and 2019 for the benefit of the bank. During the pandemic, their team played an important role as a partner and facilitated all website updates regardless of the day or time. We highly recommend them as a **trusted** and **professional partner** for your computer, software and development services."

Jonila Janku, Marketing Department Manager, OTP Bank

"OTP Bank's website is now much more engaging and presents financial services and resources in a way that is accessible to a much wider audience. The content is both attractive and functional while supporting ongoing efforts in SEO, content marketing and conversion promotion. In addition, the loan and deposit calculator, which is aligned with the wide range of products offered, is a unique addition to the site and, as a result, builds customer loyalty."

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